

Can working moms *really* have it all?

Lisa Young Client Story

with

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Please see important information at the end of this program.

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[ON-SCREEN TEXT: Can working moms really have it all?]



[ON-SCREEN TEXT: Meet Lisa. Founder of TransLink Consulting]

LISA: When I decided to have children, it was a big decision for me. I was advancing very quickly in the corporate world at that time. When I had my daughter, I went back to work right away. When I had my second child, I thought of things differently. I didn't want to sacrifice the opportunity to grow up with my children, or have my children grow up with me.

[ON-SCREEN TEXT: Taking the leap]

LISA: When I first started to seriously consider starting my own business, there was a lot of preparation, and that is when I started reaching out to Sammie at Merrill Lynch.

[ON-SCREEN TEXT: Meet Sammie]

SAMMIE: We're very open and honest with each other. We prepared a budget. We prepared, really, a pros and cons. What that would mean for her from a financial standpoint, and a personal standpoint.

[ON-SCREEN TEXT: Even work-life balance takes planning...and a little help from other women business owners]

SAMMIE: We talked a little bit about that work-life balance. I have a lot of clients also, that are women owned businesses.

LISA: And I spoke with them to understand what I need to be prepared for. And what advice they could give me in terms of not only just structuring the business itself, but how they adjusted as a woman to their family life.

[ON-SCREEN TEXT: It's all about the trade-offs]

LISA: My husband and I sat down with my children and said, you know, mom's going to start her own business. I was going to be working harder, and longer hours. You definitely take the calls when the children are sleeping.

[ON-SCREEN TEXT: Working at night... so I can have more time with my kids]

LISA: It does take discipline. But some of the rewards of it, is that you do have that flexibility. The flexibility to have lunch with your kids, or be volunteer for your kid's class. And I think one of the best lessons learned was, "You have the ability to say no."

[ON-SCREEN TEXT: The ability to say 'No']

LISA: Again, it's that choice. That you don't have to take on that project if you feel like it's not going to work out for you. And you can prioritize what your family needs to do when they need to do it.

[ON-SCREEN TEXT: Not compromising on the big stuff...]

SAMMIE: Now that she's really grown her business to where it's at, we were able to continue to stick with the goals that she had in place, funding her kids' college education, being able to retire by 55, finding her dream home.

[ON-SCREEN TEXT: My kids' education... And my family's financial future]

LISA: When Sammie and I had the revenues of my third year, Sammie said, you know you could put away more for your kids, and that meant a lot to me. You personally take the successes because you did it on your own.

[ON-SCREEN TEXT: My biggest reward...]

LISA: For my daughter I want her to have a role model of a mom that can have balance. You know, have children, spend time with their children but at the same time be able to work and be successful at that.

[ON-SCREEN TEXT: Showing my daughter that she can have it all, too]

DAUGHTER: She's a very inspiring woman who kind of taught me to be a little bit more independent.

LISA: Oh, really? I didn't know that, Cam.

LISA: It is very rewarding to be able to both be an entrepreneur and take care of my children and see them grow. But the most rewarding is being able to do both.

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